

Hermès, Kelly

Limited Edition, Danse Anate Sesame Swift,
Gold Hardware, 2023

Return Potential

An investment of 500 EUR is projected to be worth approximately 696 EUR in 4 years.

Cost-to-Return Ratio

With just 2.6% annual total costs (including exit fees), your net profit could be an impressive 8.6% per year.

Rebirth of an Icon

The Kelly Danse Anate is a new limited edition handbag from the Hermès fall/winter collection of 2023. The design originates from the Kelly Danse which was originally designed by Jean Paul Gauthier and released in 2008, which was then discontinued in 2013, and re-introduced in 2019.



Fun facts:

This limited edition Kelly Danse Anate features Sesame swift leather with gold hardware, showcasing tonal stitching, extended fringe accents, two straps with a front flap closure, and an adaptable flat strap for crossbody, backpack, or belt use.

General Info

Manufacturer	Hermès
Model	Kelly Danse Anate
Year	2023
Size	21.6 cm width, 16.5 cm height, 7 cm depth
Leather	Swift Leather
Hardware	Gold
Color	Sesame
Condition	New and unworn
Price per bag (excl. external costs and platform fees)	34,000€
Investment Horizon	2 to 4 years
Asset ID	8531e5fa-88be-4abe-8232-6a031a44f48c

Cost Analysis

	Value in €
Asset Value	34,000 €
Platform Fee Splint Invest	2,050 €
External Maintenance Cost	500 €
Price	36,550 €
Number of Splints	731
Price per Splint	50 €

- The price of 36,550 € includes the Splint Invest platform fee and external maintenance costs of 2,550 €. 34,000 € can be allocated to the asset.
- Splint Invest will charge an exit fee of 2 % applied to the proceeds from the sale of the asset.
- Each Splint holder bears a proportional part of the costs.

Rating



7/10

Return

The Birkin bags have experienced an average yearly appreciation of 14.2% since 1985.

As per Knight Frank's 2023 wealth report, prices of coveted handbags have surged by 74% in the past decade.



8/10

Stability

Hèrmes maintains a low production volume, resulting in annual price hikes of 5 to 10% for Birkin bags in the primary market. The secondary market prices mirror the primary market's increases.

The Kelly bag has an annual production of approximately 20,000 pieces.



8/10

Track Record

This handbag was introduced in 1935 under the name Sac-à-Depêches. It caught the attention of actress Grace Kelly, who developed a fondness for it. Following widespread customer acclaim referring to it as the Grace Kelly bag, Hermès decided to rename it the Kelly bag. Each bag undergoes meticulous production, requiring 40 hours of craftsmanship to ensure top-notch quality.

Investment Horizon of 2-4 years

Forecast per Splint in €	2 years	3 years	4 years
Ambitious	59	67	75
Balanced	58	64	71
Defensive	52	53	54

The investment horizon has been set to 2 to 4 years.

- The horizon for investment has been defined as short to medium term. It is anticipated that Hermès will sustain an annual price increase of 5 to 10%, leading to a corresponding rise in secondary market prices. Concurrently, there is an expectation for continued growth in demand within the Chinese market.
- If one of the following two conditions is met, the sale of the asset is considered:
 - End of the defined investment horizon has been reached.
 - Ambitious case already occurs before the end investment horizon.

Your Return Potential

	Value in € defensive	Value in € balanced	Value in € ambitious
Expected gross sales proceeds at maximum maturity	39,474 €	51,901 €	54,825 €
- Splint selling fees of 2%	-789 €	-1,038 €	-1,097 €
- External maintenance cost	-500 €	-500 €	-500 €
- Splint Invest platform fee	-2,050 €	-2,050 €	-2,050 €
- Asset value at acquisition	-34,000 €	-34,000 €	-34,000 €
Expected return at maximum maturity	2,135 €	14,313 €	17,179 €
Average annual rate of return	1.4%	8.6%	10.1%

Details to weighted calculation of the average annual rate of return:	Defensive Scenario	Balanced Scenario	Ambitious Scenario
Base value 1 with a 50% weighting	12 month inflation rate Switzerland (1.4%)	Average annual appreciation of Birkin Bags over the last 35 years. (+14.2%)	AMR Handbags Index, Performance 2022 incl. price premium for special edition bags (+17%)
Base value 2 with a 50% weighting		2024 Hermès Kelly mini bags (hermes.com) price increase (+8,1%)	2024 Hermès Kelly mini bags (hermes.com) price increase (+8,1%)

Why you should invest

1. Over the course of three years, auction prices have demonstrated an average yearly growth rate of 14.5%.
2. This asset has the potential for an annual growth of 9%.
3. Since 1985, there has been an annual increase in value of 14.2%.

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